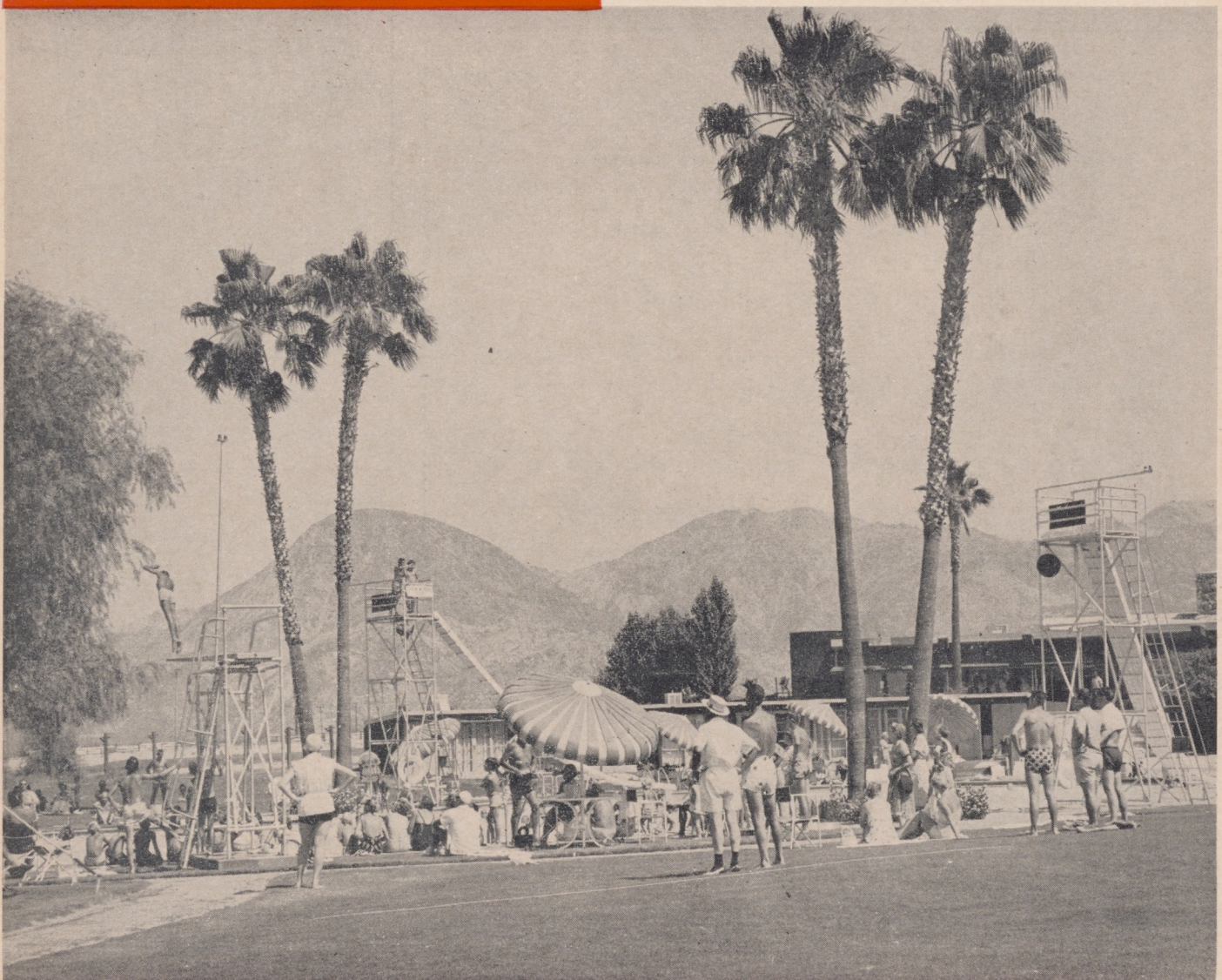


Shadow Mountain Club

Sun
Spots



CELEBRATING OUR
NINTH ANNIVERSARY
with
INFORMAL OPENING OCTOBER 20



October 1956

Palm Desert, California

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Friday, October 12, 1956

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LOOKING AHEAD AT YOUR
Shadow Mountain Club

OCTOBER EVENTS

SATURDAY, OCTOBER 20—INFORMAL OPENING DINNER DANCE

Reservations limited to 400

WOMEN'S GOLF ASSOCIATION—Every Monday morning at Golf Club House 9 p.m. Golf Luncheon—First Monday of each month

DINING ROOM SCHEDULE (Effective October 1)

LUNCHEON—12 noon to 2 p.m.

DINNER—6 p.m. to Closing

SUNDAY BRUNCH—12 noon to 3 p.m.

—Frank Constant, Maitre d'—

COCKTAIL LOUNGE IN INDIO ROOM

SWIMMING—GOLF—TENNIS—SHUFFLEBOARD—TABLE TENNIS
Club Closed Tuesdays

SUN SPOTS—OCTOBER, 1956

Published at the Shadow Mountain Club, Palm Desert, California. Items of interest to members should be forwarded to "Sun Spots" Box 14, Palm Desert, Calif.

ON THE COVER

Summer fun hit a new high this year at Shadow Mountain Club and as usual the cooling waters of the huge swimming pool formed the hub of activity for the ever-increasing numbers of permanent year round members. Photographer Bill Johnson caught this action of the 4th of July water show. The newly renovated front office and new cocktail lounge aren't present in this picture, however. These are surprises we're saving for your personal visit.

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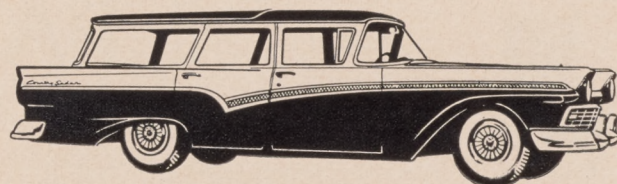
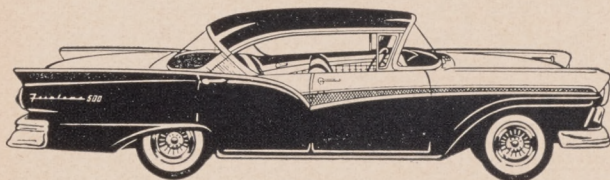
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IMPORTANT NOTICE TO ALL MEMBERS

Beginning with the 1956-57 dues year on October 1 an important change in the method of handling annual dues billing will be inaugurated by your Shadow Mountain Club. Heretofore, members have received on October 1 a statement for the full amount of the annual dues, due and payable in full. This year, however, in line with procedures prevalent in most similar type country clubs throughout Southern California billing will be made on a six payment basis: **ONE SIXTH OF THE ANNUAL DUES WILL BE DUE AND PAYABLE ON THE FIRST OF EACH MONTH OCTOBER 1 THROUGH MARCH 1.**

Members wishing to pay the full amount at the start of the dues year as in the past may do so of course.

A complete summary of membership classifications and dues structures will be forwarded shortly by mail to all members. Any questions relating to the billing and classification changes should be directed to Mrs. Gertrude Stretch, Asst. Secretary-Treasurer and Office Manager at the Shadow Mountain Club Office.

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HOUSE COMMITTEE CHAIRMAN BOYNTON JONES ANNOUNCES MAJOR PARTY SCHEDULE

Your Board of Directors is constantly striving to improve entertainment, services, and facilities offered by your Club. A house committee headed by Chairman Boynton Jones has been activated to assist the President, Ted Smith, and Club Manager, Ernie Boudreau, in the many facets of club operation, to co-ordinate the activities of the various committee chairmen appointed by our President.

A complete list of these chairmen, and the others who will form this committee, will be available in the next edition of Sun Spots.

This committee, working under the direction of President Smith will analyze ways and means of improving club service to the members. It will co-ordinate the scheduling of club parties and other activities. Consideration will be given to bringing our house rules and regulations up to date. After this is accomplished, proper enforcement of the rules and regulations will result in improved enjoyment of club facilities for all members.

This committee solicits suggestions to help attain the goal outlined above. Constructive criticism will be welcomed and considered. With your cooperation and assistance, we know that we can have the most successful season in the history our club.

Meanwhile, we are listing below the major parties for the coming season, dates having been arrived at after consultation with members of the House Committee and Manager Ernie Boudreau and his staff:

October 20—INFORMAL OPENING

November 17—FORMAL OPENING

November 28—THANKSGIVING

December 15—WELCOME HOME PARTY FOR
THE TODDS

December 24-25—CHRISTMAS

December 31—NEW YEARS

January 1—ROSE BOWL BRUNCH

January 26—SHADOW BALL

February 16—ARABIAN NIGHTS BALL

March 16—FIESTA NIGHT

April 20—MONTE CARLO NIGHT

May 2—FLORAL BALL (Date tentative)

May 25—LUAU



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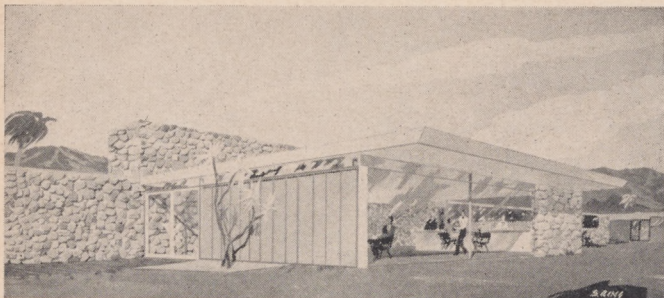
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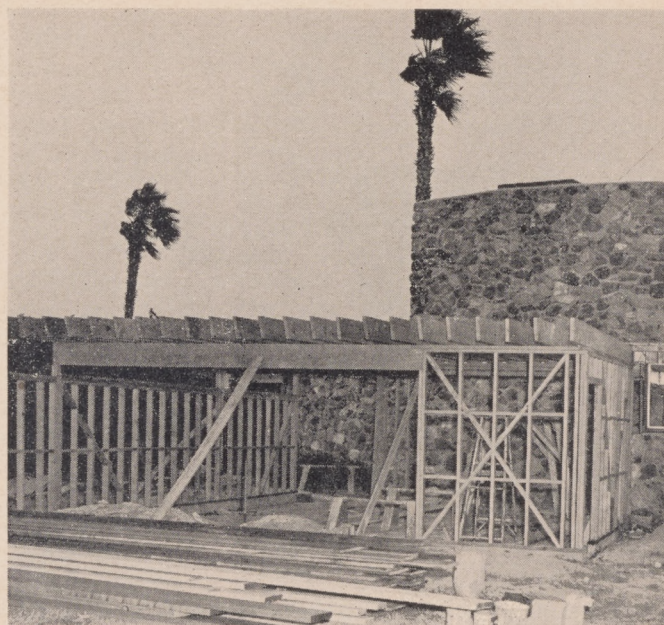
Work on the new cocktail lounge is proceeding so rapidly that the photo at the right taken just a few days before press deadline is already obsolete. At the present rate of progress it may be just possible that on the night of October 20 Informal Opening Party it may look like the artist's sketch above, and be ready and waiting for member patronage. At any rate we'll be seeing you soon at this beautiful new addition to the Shadow Mountain Club.

COCKTAIL LOUNGE NEAR COMPLETION

Long awaited and sorely needed, Shadow Mountain Club's new Cocktail Lounge will soon become a reality. Plumbers, carpenters, electricians and roofers are striving mightily as of press time to have the place in operation by November 1, and we are informed by the contractor that if everything should run smoothly there is a possibility that it could be open on Oct. 20—the night of the big informal opening party.

In any event, we know members and friends of Shadow Mountain Club will be extremely pleased with this addition to our club facilities.

In the meantime, should you be around the club in the next few weeks, bear to the right as you enter and take a look at the construction work. There's plenty of room for sidewalk superintendents.



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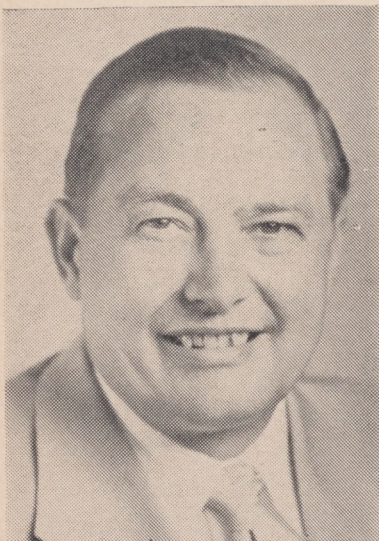
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Kuehner's Korner

The Tots, Teens and Post-Teens of
Shadow Mountain Club
By LOU KUEHNER



Lou Kuehner

Pinch hitting for Lou Kuehner who is due to return to S.M.C. along about October 15, your editor would like to observe that prospects in the recreational field at Shadow Mountain for the coming season never looked better. The swimming pool which is of course the focal point from which all sports fan outward to the beautiful desert, received a thorough reconditioning during the August club shut down and is ready and waiting to receive the hundreds of members and guests who will use its unparalleled facilities in the coming months.

The Tennis courts are in fine shape and the ever popular Magda Rurac will take over as major domo in the Tennis Pro department along about the middle of October. Husband Vinnie who served several seasons as SMC pro will return to Charlie Farrell's Racquet Club in Palm Springs.

Through the heroic efforts of greenskeepers Ben Montoya and Larry Lopez the golf course survived an invasion of cutworms during July and is playing beautifully even at this early date. In fact the super active Women's Golf Association started the season early with a one day tournament and luncheon on October 1. We haven't heard as yet from Pro Bobby Pinnell but feel sure he will be on hand at

the driving range and first tee to greet the golf enthusiasts as they return from their summer travels.

In a letter to Club Manager Ernie Boudreau, incidentally, Lou Kuehner writes that he had a great year at his camp near St. Louis and is loaded with new and different recreational ideas for the small fry and teen groups at Shadow Mountain.

All in all it looks like the 9th year will be the biggest year at your Shadow Mountain Club so include us in your sports plans for this winter. We're ready and waiting for you.

SHADOW MOUNTAIN TEEN-TATTLE

By NANCY ARNOLD

September brings the beginning of school and an opportunity to meet new friends and old.

Lynn Smith and Chris Birely are off to new thrills as they start their freshman year at college. Lynn chose the University of California at Riverside as her college. Chris picked Stanford University for her alma mater.

Dick and Jim Blocher are at California State Polytechnic College at San Demas. Jim will be a sophomore and Dick is returning to college life also as a sophomore after spending last year helping put their ranch in producing order.

Marcy Schill will be a "frosh" at Chaffee Junior College, after spending most of her summer at Shadow Mountain Club.

Attention Gals: Anyone interested in a handsome college junior can write to: Ken Roberts, care of San Diego State College. Don't miss this opportunity!

Enough for school—now facts about summer vacations. Julie Gabel spent her summer in Philadelphia with her father. She got a taste of eastern living and liked it very much.



Perennially young Dudley Steele flies through the air with the greatest of ease as he executes a layout back somersault from the 28 foot diving tower.

Carol Yates also traveled east. She spent her leisure summer hours in Detroit with relatives. Carol hopes to return there next summer.

A newcomer this summer was Anne Hicks. She was here on vacation from Des Moines, Iowa, fell in love with Palm Desert and decided to stay here. We are glad to have her on the Desert.

Another Anne, Anne Cady, spent a fabulous summer up on the lakes in Wisconsin.

Lorey Lasley vacationed with the Jim Harstads in Detroit Lakes, Minnesota.

As for yours truly, I spent a wonderful and relaxing summer in the desert resort town of PALM DESERT.

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Club President Ted Smith, right, shown with Stan Joseph and Andy Moseley after a planning conference on club activities for the coming year. President Smith's message to the membership appears in the column to the right and further information concerning forthcoming major club events appears in the House Committee article on page 4.

INFORMAL OPENING PARTY OCTOBER 20

Always one of the friendliest parties of the year, the Annual Informal Opening Dinner Dance has been scheduled for Saturday, October 20. The Jo Lantz Trio will furnish the musical portion of the evening's bill of fare but as usual the big thrill at this party is the meeting and greeting of old friends and members who have returned from their summer safaris to the far corners of the country.

Club Manager Ernie Boudreau advises that reservations are limited to 400 and bearing in mind the full house on this occasion last year it would seem wise to phone in your reservations as soon as possible.

TO ALL SHADOW MOUNTAIN CLUB MEMBERS

The Fall and Winter opening of festivities and activities of your Shadow Mountain Club is just around the corner. Our General Manager, Mr. Boudreau, and his entire staff have been working hard all summer to make your Club the bright spot of the desert. Each employee is anxiously awaiting the opportunity to be of service to you, your family and your guests.

As you enter the Club for the first time this season there will be a special thrill in your initial exposure to the new streamlined office. As you proceed throughout the Club, you will notice many changes in decor and the incorporation of the "New Look." Each employee, Officer and Director of your Club is anticipating the renewal of your acquaintance and devising ways and means wherein the Club can be of greater service to you. Now is the time to plan to attend many or all of the grand parties and social affairs that have already been scheduled for your pleasure this coming season!

According to all advance indications, this is going to be an extremely active year in the desert and I strongly urge each of you to make your Club reservations early to avoid disappointment. At the outset of the season and on behalf of the employees, Directors and Officers of Shadow Mountain Club, I would like to extend to you as a member of your Club, our sincere thanks for your past use of the facilities and extend to you an invitation for greater participation in Club events, activities, festivities and facilities this coming year.

Sincerely yours,

TED SMITH
President

TODDS TO RETURN IN DECEMBER

Art and Dotty Todd were down for a few days in late September for a respite from the smog and fog and informed Manager Ernie Boudreau that at the present time it looks as if they will be able to return on the usual December 15 date. Both are looking great, and incidentally, my spies tell me Art's golf game hasn't suffered any either. They send greetings to all their friends at SMC and are looking forward to saying hello personally come the Christmas season.



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Club Closeups..

Who! When! Where!

By GRETCHEN

The summer months found desert folks in near and far away places—Oregon, Washington and British Columbia lured many to see for themselves what caused northwestern winter residents to rave and their compliments are all true. Beautiful forests, rivers, running streams and lush verdure, once seen, can never be forgotten! Colorado, Utah and Arizona also came into their own as summer resort spots not to be over-looked or under-estimated. The midwest and the eastern states also sent out a louder call. But, the deep siren call of the desert is a strong one and September 1 found folks coming back "home" and in all their traveling they found that the fame of Shadow Mountain Club is spread all over these United States. Visitors who have enjoyed the club's gracious hospitality, as well as those who hope to enter the gates this winter were loud in their praise of the fabulous and outstanding desert club—Shadow Mountain!

Now what about "who" went "where" and "when" they did all of this traveling during the summer months of July and August. Mr. and Mrs. Forrest Bower had one of the most outstanding and wonderful "trips"—they watched their new home completed—and they made the trek from their old home on Parosella Avenue to the new one on Pinyon Street—from one side of Palm Desert to the other—but what a thrill! The Adrian Schwilcks spent the summer at the Balboa Bay Club and Evelyn and Rudd Hackborn were their guests for a week or so.

A group of Palm Desert people some spending the summer and others up for a few days in Idylwild had a Shadow Mountain Club picnic! This event took place at the Rocky Rill Lodge, owned and managed by Mrs. Francis Knox. A gay time was had by Edna Value, the Ralph Caplings, the Knotts, Jack Wriglets, Bob and Viola Brooks, Dr. and Mrs. E. C. Ruge, Belle Keightley, Mercedes Merryman, Pat Steele, Charlotte Steward, Mrs. D. Lichener and Mr. and Mrs. Henry La Forge. Pat and Helen Ritchie were Vancouver, Palm Desert commuters all summer. The additional units to their "Desert Patch" are almost completed. Carl and Edna Henderson picked up a new car in Detroit—will be back the end of September. The Edgar Sergeants should be wandering in sometime in October. Mr. and Mrs. Irv Poulsen should be dusting off their front door mat, come middle of October.

Mrs. Hudson Werder, owner and manager of Shadow Mountain Terrace, motored as far north as Victoria. She abandoned family and car and flew back for the opening of Disneyland Hotel and Gourmet Restaurant. Mary and Ralph Caplinger will not be home before November 1. They will really have completed a United States tour when they roll into their Palm Desert Garage! Ned and Dottie Blades and two young sons spent a month camping



Carlene King Johnson, center, Miss U.S.A. in the 1955 Miss Universe contest relaxes in the club house lounge with two of this year's entrants in the big Long Beach Beauty Pageant. Occasion was a desert visit following the beach city ceremonies. Carlene, incidentally, represented Palm Desert in the Palm Springs Desert Circus parade.

and dude-ranching in Colorado, Utah and Northern Arizona. In Flagstaff, Ned attended a Rotary meeting and who should walk in but Dr. Ketchersid. The Blades and Ketchersids spent a delightful week together. Shall we say, familiar faces in far-away places. The same happened to Larry and Edith Cotner and Don Hughes and Katherine—way up in Lake Shasta shore resort. The Hughes had a speed boat for fishing and fun on the lake and the Cotners brought their barbecue, so they could cook the fish. Edith Eddy Ward and Bunny Ward also went north this summer. They visited in Salem, Oregon, with the Glen McCormacks, who spend much time here during the winter season and with the Ira Fitts, who own a winter home here. Edith took a lovely cruise on Puget Sound—Bunny stayed in Salem on dry ground. The Horace Maxwells of Tacoma usually open their sun lodge in November. Dorothy and Pete Pierson spent the summer, golfing part time at Shadow Mountain Club and the other part at the Mission Valley Golf Club, San Diego.

The Gene Roberts have returned from a wonderful vacation spent at Timberline Lodge on Vancouver Island. The Don Hunters leased a house in San Francisco—what with the G.O.P. convention bringing in friends from far and near—they really had a summer! The Harry Cannons took in the San Francisco convention and he also "attended" some lectures at U. C. in Berkeley. Harrison and Priscilla Fisher will open their Sun Lodge, October 1. Also, Col. and Mrs. J. H. O'Reilly will be in their Deep Canyon home sometime in October. The William Addingtons will soon be back from a full summer at Eureka, California.

At this point let us meet some of our new members. Mrs. Willene W. Sullivan and her two children, Patricia and Stevie—who spent the summer in Switzerland and are now in their new Palm Desert Home.

Mr. and Mrs. A. G. Duncan Crux of Vancouver will be desert residents. They are staying at the Desert Patch while looking for a home. Dr. and Mrs. P. W. Seales are occupying their new home on Ironwood Street.

Mr. and Mrs. B. Cooper are also new members of the Shadow Mountain Club family and are in the process of building a new home here.

Mr. and Mrs. Frank P. Opner are not here too often so watch for them.

Mr. and Mrs. Murray C. Grayson and Mr. and Mrs. R. J. Kretschner and their three children are really enjoying their new membership in the club.

Once more, be sure to meet and greet these new members and make them feel the warm hospitality that prevails at Shadow Mountain Club always!


The Milton Page family are back on the tennis court and in the pool after a 5000 mile motor jaunt through western Canada. Mr. and Mrs. Dean Vincent will spend a short period in the desert home before embarking on a world tour with a group of friends. Dr. and Mrs. Harold Hanson led a summer of following the golf tournaments. Their daughter Beverly is a golf "pro" and quite a famous one. The Herbert Pickering's have sold their home here and are living in the San Pedro House. Mrs. Hazel Moon and her son John were in Palm Desert most of the summer. The John P. Moyers were also in residence all summer. Mr. and Mrs. Herbert Shaw opened their Burbank home in June and will be seen at the Club in October, for sure! Mr. and Mrs. Ralph Rollins are also fortunate enough to have two homes—one in La Jolla and one in the desert, from that you *know* where they spent the summer. Jim and Marilyn Harstad spent the warm months at Detroit Lakes, Minn. Their guest for the summer was Miss Lorey Lasley, daughter of Mr. and Mrs. Chas. Yates.

Mr. and Mrs. Ralph Robinson of Salinas will spend some time this winter in their attractive home on Candlewood drive. Mr. and Mrs. A. J. Odell always go to Pasadena for the summer but they have returned to the desert. The Jerry Malones spent August in Laguna after a few hectic wonderful days in San Francisco. The R. D. Carpenters, Jr., bought a little house up on the mountain and have had a wonderful summer with hammer, saw and paint brushes! The Alexanders are due back very soon. In fact Mrs. Alexander is here and the children are in school. The Dr. will be here by October 1. Mr. and Mrs. Edward Azdair who own the Hub Engineering Co. here gave a cocktail party at Shadow Mountain Club shortly after Labor Day for everyone who dropped in at cocktail hour. A bowl of punch was served to the youngsters at pool side. This was to celebrate the fact that they had been in business here one year! Dr. and Mrs. Stanley Chambers should be around the world by now—hope to see them around soon!

The new cocktail bar and lounge is really under construction and it should be ready to accommodate cocktail parties sometime in November. This new addition to our beautiful club will be the "talk of the desert" I am sure!

Now we can say that very soon we will be greeting familiar faces from far away places. Your Shadow Mountain Club has a beautiful new office—all glass and very glamorous and will impress everybody as they enter the club portals.


So, hurry back one and all, and enjoy your club this winter—and the spring and fall.



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PALM DESERT CORPORATION SALE COMPLETED

By CLIFF HENDERSON

Rumors have been rampant for the past several months concerning the sale, by the Palm Desert Corporation, of its remaining properties included in the Palm Desert community. This wide spread and intense interest in the future of our community could be expected from the Club membership, and particularly those club members who had purchased property in the community, because the objectives and policies established years ago were a major governing factor, in their decision to have residence or vacation in this particular community. This civic and personal interest on the part of the Shadow Mountain Club members and the Palm Desert property owners has been thoroughly legitimate, because individually and collectively they were pioneers in this interesting Post-War Community and family club project. The recent formal Press Announcement confirming the Sale of the development Corporation's properties and Palm Desert Water Company to the Baldwin Hills Sales Company, the Home Savings and Loan Association, and Mr. Howard Ahmanson, can be accepted as good news, because the new owners have made Public Pronouncement of plans to continue the same policies which were created and activated by the Palm Desert Corporation officers and management nine years ago.

The new owners bring to our community broad and successful experience in high type subdivision construction. Even more important—they bring Substantial Resources for Home Finance. This combination of KNOW-HOW and substantial finance should increase the tempo of growth—and of high-type residential construction.

What does this mean to every property owner in Palm Desert and to every member of Shadow Mountain Club? It serves to stabilize and confirm property values throughout the community and holds the potential of substantially increased property values for the future. I trust it will be of interest to report that the DEED RESTRICTIONS covering the eight subdivision units improved in conformity with Riverside County and California State Real Estate Commission requirements were placed of RECORD at the time of the original Recording and will, therefore, remain in effect for the future. A group of fine civic-minded Palm Desert property owners, functioning as active members of the ARCHITECTURAL COMMITTEE, have given tireless and constructive hours, and without compensation, reviewing and approving all new construction in our community. One has only to drive up and down principal streets in Palm Desert to appraise and appreciate the constructive administration of the recorded DEED RESTRICTIONS which this citizens' committee has accomplished. Their fine efforts are reflected in the stabilized and increasing property values throughout the community. It is a particular pleasure to acknowledge and thank the individual members of the Architectural Committee for their activity and cooperation in safeguarding the Deed Restrictions referred to above.

Now that the sale of the Palm Desert Corporation properties is complete, it can be reported that several financial groups possessing substantial resources were seriously interested in the purchase of the Palm Desert Corporation properties. The background of several of these prospects indicated a Policy of a High-Pressure Liquidation Sale for quick Profits and the very possible abandonment of the policies and restrictions which the Palm Desert Corporation management has so jealously cherished since the founding of our community. The

remaining properties held by the Development Corporation have, in my opinion, been sold to the Development Corporation best qualified and committed by Public Pronouncement to continue the original plan of development for the Palm Desert Community.

SUN SPOTS, has requested that I prepare a statement on behalf of the Palm Desert Corporation concerning the sale of the Palm Desert Community Properties. It would also appear opportune to answer the oft-repeated question from neighbor citizens—why were the Palm Desert Corporation Properties offered for sale? This question will be answered as briefly as possible. I am confident most community property owners know the personnel and background of the Palm Desert Corporation directorate. These individuals include Mr. Leonard Firestone, President of the Firestone Tire and Rubber Co. of California; Mr. Wm. L. Stewart, Jr., Executive Vice President of Union Oil Co. of California; Mr. Justin Dart, President of United Rexall Drug Co.; Mr. Carl Squier, Vice President of Lockheed Aircraft Corporation; and Mr. Edgar Bergen, famous radio and television personality.

Each of these gentlemen are committed to life careers in fields foreign to Community Development. Two of them are second generation executives of major National Institutions. It is obvious that none of these men could or would entertain retirement from their present corporate affiliations to assume the active Administration of the Palm Desert Corporation. My personal plans include retirement from major Administrative responsibilities of any type. The sale of the remaining lots, undeveloped land and other properties of the parent development corporation to a responsible Development Group was the obvious and logical answer.

In conclusion, my personal plans include a permanent Residence in the Palm Desert community with extensive travel as an ambition. I am making further personal investments in Palm Desert Real Estate and anticipate the Development of same with Income Properties which will be in conformity with the growth of our community. Shadow Mountain Club holds every promise for its greatest season, because increased and improved facilities will mean greater social and recreational activity for the entire membership. Let's team together to make Shadow Mountain Club the most successful family club in all the nation!

"Greenlief Lodge"

WELCOMES YOU
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Desert Rest and Relaxation
at Its Best

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BEAUTIFULLY DECORATED APARTMENTS
PRIVATE PATIOS
CONTINENTAL BREAKFAST

• • • • •

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Club Manager Ernie Boudreau, complete with Suez Canal pilot uniform, judges the finish of the 4th of July Peanut Rolling Contest as Swim Instructor Betty Crockett looks on—Photo below gives an idea of the concentration of happy small-fry at this annual "Fun Day" at Shadow Mountain Club.



IT'S DESERT HOMECOMING
TIME AGAIN!

Make Reservations Now
FOR

INFORMAL OPENING
Dinner Dance

SATURDAY, OCTOBER 20

UNDER NEW OWNERSHIP . . .

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Palm Desert Cleaners

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- Dry Cleaning
- Finished Laundry
- Alterations and Repairs

PHONE
PALM DESERT 76-3771

SHIRLEY M. WALL
Owner

Community Observations

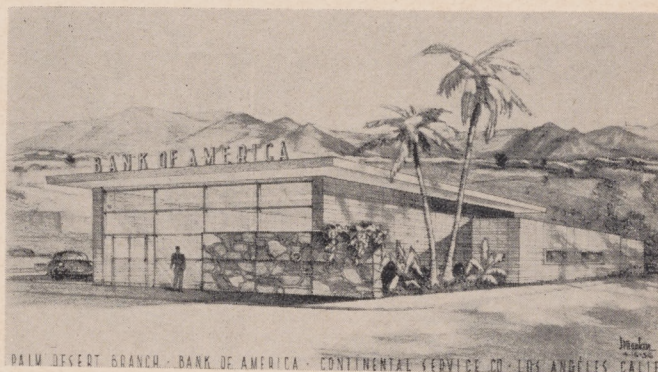
Progress may be General Electric's most important asset but it doesn't necessarily follow that the esteemed manufacturing firm has any monopoly on the item. We're doing pretty well in the forward movement of business development in our own little bailiwick here in Palm Desert. In fact we feel sure the annual fall "returnees" to our community will all voice the opinion of those already here, namely, "the greatest change in one year since the start of the town just a few short years back."

Heading the big parade of major changes is Win Andrews' new PALM DESERT MARKET building which is now completed and in operation opposite the "CENTER" on Highway 111. A formal grand opening complete with all the ceremonies so dear to the heart of Southern Californians is scheduled for early in November. Meanwhile, we recommend an early visit to this beautiful new facility. And just so we don't forget the "CENTER," take a look at the renovations in this mushrooming brain-child of Alice Parry White. Husband Forrest has built a new real estate office adjacent and connected to the main group of buildings and at the rear of the group a large addition is nearly completed that will house a huge BAKERY catering to both wholesale and retail trade.

Moving eastward to the Patio Shops, Alice White has opened a 5 & 10, next to the Palm Desert Engravers, Vince Matrunola is ready for business in his barber shop, and we hear, although it has not been verified, that a men's wear firm will occupy the space formerly leased by the Gibson Wine Co.

BANK OF AMERICA will be in their beautiful new quarters opposite Malone's Union Oil Service on San Luis Rey by the time this edition is off the press. An open house is set from Friday, Oct. 5 with banking service starting on October 8.

A newcomer to the hotel field, the PALM DESERT LODGE, on Highway 111 opposite Don McNeilly's GREEN PALM LODGE, is now open for business. Boasting the largest swimming pool in the Palm Desert hotel field this major business property was purchased just before completion last summer by George Moyer, Compton, Calif., Lincoln-Mercury dealer, with local realtor Earl Obern handling the transaction. In addition to the 60 foot swim pool, there is a kiddie's wading pool, and



Above artist's sketch has become a reality. Open house in Bank of America's glamorous new Palm Desert home was set for October 5 and banking service will start on October 8.

a huge lawn and play area. Palm Desert Lodge will inaugurate a unique continental breakfast bar at poolside operating from 8 a.m. to 11 a.m. daily for the convenience of their guests. Dale Moyer, brother of the owner, is handling management chores for this enterprise.

And speaking of the hotel business we must mention Pat and Helen Ritchie's DESERT PATCH which has expanded with ten more deluxe units set for opening on Oct. 15. Pat tells us that his croquet field, the finest in Palm Desert incidentally, will be bigger and better than ever.

FIRECLIFF LODGE is rapidly rounding into opening shape under the direction of Owen and Mary Ann Hudson. This pioneer hostelry, the largest in the area, will offer its guests a beautiful nine hole putting green this year in addition to its multitude of other recreational facilities. Opening for the 1956-57 season is set for Friday, October 12.

Willard and Virginia (Field) Parker have given their lodge a complete face-lifting job during the summer and the results are terrific. New paint, new landscaping, new driveways, have all combined to create an effect that is sure to attract vacationers to our sun drenched community. And, the most important change of all—the name has been changed from Larrea Lodge to The PARKERS.

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DESERT INFORMATION OASIS

(KLIP AND KEEP FOR READY REFERENCE)

EMERGENCY CALLS

Fire 76-2191
 Sheriff Indio 7-3571
 Calif. Highway Patrol 7-3444
 Ambulance 7-3378

CHURCHES

Christian Science Services
 Sunday at 11 a.m. — Wednesday at 8 p.m.
 Desert Magazine Building, Palm Desert

Palm Desert Community Church
 Church School—Sunday 9:45 a.m.
 Services and Sunday School 11:00 a.m.

St. Louis Catholic Church
 Glenn and B Sts.
 Cathedral City
 Sunday Masses 6:30-8:00 and 11:15
 Daily Mass—7:30 a.m.

Rotary Club of Palm Desert

Fridays — 12:15 p.m. — Shadow Mountain Club

BONANZA AIRLINES

Two flights daily to and from
 Los Angeles and Phoenix
 Lv. Thermal Airport 8:55 a.m.—Arr. L.A. 10:10 a.m.
 Lv. Thermal Airport 7:45 p.m.—Arr. L.A. 9:00 p.m.
 Lv. L.A. 9:25 a.m.—Arr. Thermal 10:41 a.m.
 Lv. L.A. 6:00 p.m.—Arr. Thermal 7:15 p.m.

Phone Thermal 9-5177 for Reservations

WESTERN AIRLINES

Palm Springs Airport
 Lv. Palm Spring 12:05 p.m.—Arr. L.A. 1:01 p.m.
 Lv. L.A. 10:45 a.m.—Arr. Palm Springs 11:48 a.m.
 Phone Palm Springs 2709 for Reservations
 All Times Pacific Daylight Time

COMING DESERT EVENTS OF INTEREST TO SHADOW MOUNTAIN CLUB MEMBERS

The 17th Annual
SALTON SEA REGATTA
 October 21 through 24, 1956

ARABIAN HORSE SHOW
 November 10-11, 1956
 Palm Springs Polo Grounds

Annual
**THUNDERBIRD LADIES INVITATIONAL
 GOLF TOURNAMENT**
 Thunderbird Country Club
 November 11-14, 1956

SPORTS CAR RACE

Sponsored by
 Sports Car Club of America
 November 3-4, 1956
 Palm Springs Airport

Golf Tournament

PALM SPRINGS DESERT SENIORS GOLF ASSOCIATION

Nov. 13, 1956—O'Donnell Golf Course
 Nov. 14, 1956—Tamarisk Country Club
 Nov. 15, 1956—Thunderbird Country Club

A MESSAGE FROM THE PALM DESERT SALES COMPANY

"It is our intention to emphasize a quality home-building program in Palm Desert."

This statement was made this week by Leonard R. Lockhart, president of the Palm Desert Sales Company, the organization which recently purchased a large area in the community from Clifford W. Henderson and Associates.

Lockhart has established offices of the corporation at the corner of Palms-to-Pines Highway and El Paseo.

"We believe that Palm Desert will become one of the finest residential areas in the entire desert," said Lockhart. "We will be pleased to continue the fine development already started by Mr. Henderson and the fine citizens who were associated with him."

Lockhart declared that he was certain the community would grow rapidly as a result of the ideal location, the climate and the natural interest of Southern Californians in desert homes.

Lockhart has brought his family to live in Palm Desert at 74-165 Chicory Street. With him are his wife, Margaret G., and three daughters, Catherine Anne, 9; Carol Jean, 6, and Deborah Marie, 2½.



Jo Lantz

at the
 PIANO BAR

Every Friday, Saturday and
 Sunday evening
 until October 15

MAIN DINING ROOM

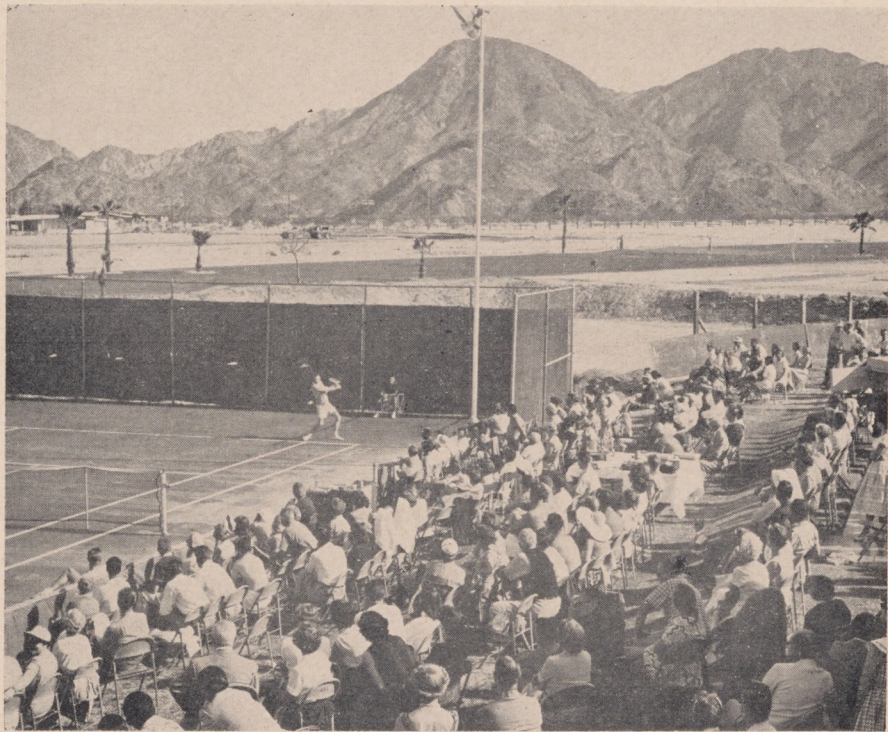
Shadow Mountain Club

You Name It - We're Planning It !!!

Shadow Mountain Club

Brings you

Tennis



Golf



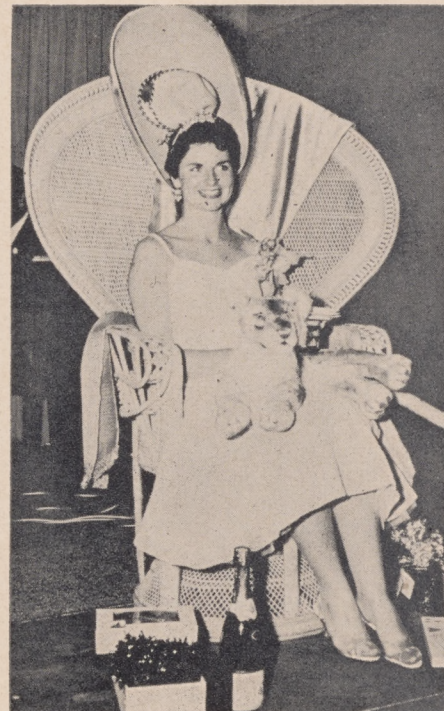
Swimming



Fashion Shows



Luau's



Queens



Todds



Kids



**All this and a host of other surprises await the
Shadow Mountain Club Member as we start our ninth and
greatest year with the
Informal Opening Dinner Dance -- October 20**



"ENJOY THE ELEGANCE
OF DISTINCTIVE FASHIONS"

Surprises Galore for
Your Shopping Thrills

The Clothes Horse

POOLSIDE—SHADOW MOUNTAIN CLUB

Isabelle Belyea

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